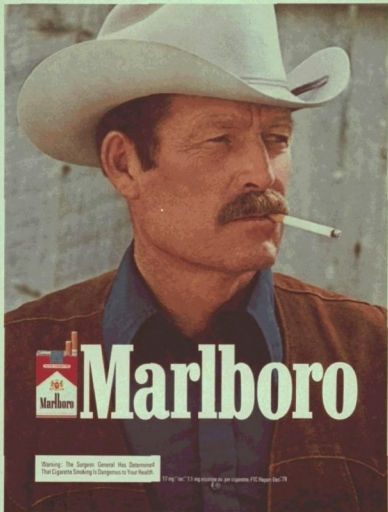


LEO BURNETT U.S.A.


PREPARED BY LEO BURNETT LONDON, LTD.

Ad No. 4997 - STEEL BLUE - J1 - Reg. No. 70421 - Page - 41a (Black) - (20) x (11) 1/4 inches - National (Lesterpress) Magazine, 1960 - (A)

Printed in U.S.A.



A color photograph of a man with a mustache, wearing a white cowboy hat and a brown jacket over a blue shirt. He is looking slightly to the right and has a lit cigarette in his mouth. The background is a textured, light-colored wall.

 **Marlboro**

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

17 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report Dec '79

